



Formation of a conceptual model of professional activity in the training of a coach in the form of sports in higher educational institutions of Ukraine

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Аннотация. Цель работы – изучение современных технологий образования, что должно дать возможность подготовить или переподготовить специалистов, которые были бы способны гибко и быстро реагировать на потребности рынка, которые постоянно изменяются. Определены понятия «домашний», «персональный», «индивидуальный» тренер и просто тренер. Проанализированы методы исследования для разработки целевой программы подготовки, технологический проект подготовки, модель тренера и т.д. Определены пути совершенствования системы подготовки специалистов, в соответствии с современными требованиями рынка услуг, что в перспективе позволит определить необходимые знания и умения персонального тренера, что потребует изменения содержания учебного планирования и дисциплин по специальности «Олимпийский и профессиональный спорт».

Ключевые слова: тренер, подготовка, образование, спорт, занятия, тренировка.

Анотація. Мета роботи – вивчення сучасних технологій освіти, що має дати можливість підготувати або перепідготувати фахівців, які були б здатні гнучко і швидко реагувати на потреби ринку, які постійно змінюються. Визначено поняття «домашній», «персональний», «індивідуальний» тренер і просто тренер. Проаналізовано методи дослідження для розробки цільової програми підготовки, технологічний проект підготовки, модель тренера і т. д. Визначено шляхи вдосконалення системи підготовки фахівців, у відповідності з сучасними вимогами ринку послуг, що в перспективі дозволить визначити необхідні знання та вміння персонального тренера, що потребує зміни змісту навчального планування і дисциплін за спеціальністю «Олімпійський та професійний спорт».

Ключові слова: тренер, підготовка, освіта, спорт, заняття, тренування.

Abstract. The work purpose – studying of modern technologies of education that shall be given the opportunity to prepare or training specialists who would be able to flexibly and quickly respond to market needs, which are constantly changing. Defined the concept of "home", "personal", "personal" coach and just coach. The methods of research for the development of targeted training programmes, technological training project, a model coach, etc. the ways of improvement of system of training of specialists in accordance with modern requirements of the market of services, which in the future will allow to determine the necessary knowledge and skills of a personal trainer, which will require a change in the substance of educational planning and disciplines of the specialty "Olympic and professional sport".

Key words: trainer, training, education, sports, classes, exercise.

Introduction. Over the past few years, Ukraine has developed a fundamentally new economic, political and social situation, which to a large extent causes increased demands on specialists [1; 2; 3; 4; 8; 9].

Proceeding from this, before the national education system new tasks are set for training specialists meeting the long-term directions of the country's economic development, capable of mastering the latest technologies, which have high mobility and adaptation to changing production and social requirements [5; 6; 7; 10; 12; 3].

The main objective of professional sports education should be to train highly qualified specialists for all parts of the physical culture and sports system on the basis of real demand for services, in their ability to provide quality pedagogical support for the entire physical culture and sports movement, for the diversity of sports and health programs in various educational institutions and other organizational structures of physical culture and sports [13; 14; 15; 16; 17; 18].

The relevance of the research of these problems is confirmed by an analysis of the current state of the physical culture movement in Ukraine by



a number of scientists, since there are significant contradictions between the demands of the industry, which require competitive specialists with new knowledge and skills [1; 2; 3; 19; 20; 21], and those specialists who are currently graduating from the sports colleges in the field of "coach by sport": "

- Mismatch of goals between the movement of society to a market economy and the traditional forms of training, retraining and upgrading the skills of physical culture, leading to a lack of demand for a large part of the trained specialists;

- the contradiction between the traditional "knowledgeable" mass-reproductive and modern individually oriented paradigms of training, retraining and upgrading of the skills of physical culture and teaching staff;

- the contradiction between the requirements for the creation of innovative educational structures and the lack of a scientifically based theory of the design of educational systems;

- the contradiction between the prospects for the formation of an educational system that reacts quickly to socio-economic changes and the existing conditions for the training of physical education personnel [22; 23].

The goal of the work is the study of modern education technologies, which should provide an opportunity to train or retrain specialists who would be able to react flexibly and quickly to market needs that are constantly changing.

Results. It was revealed that additional training of specialists is needed, which began to be carried out mainly by a number of private clubs, associations, federations, only some of which have licensing for pedagogical activity. There is a low level of information culture of practitioners, when professionals are already replaced by "craftsmen" who are speculating on the interests and needs of people, attracting private fitness clubs, semi-base units for martial arts, extreme sports, gyms, promising for a considerable fee health and beauty.

It should be noted the absence in our country of a certain system of training such trainers, disunity in the work of state, public and private institutions. Given the rapid pace of development of the fitness industry and the need for highly qualified specialists, it is time to develop a general training concept.

Thus, the revision of the practice of training specialists in sports, the development of new or improved provisions, which will be aimed at achieving the following goals:

- adequacy of training specialists in the structure of specialties to the needs - providing the

sport with personnel with knowledge of management, marketing and other modern management concepts;

- the adequacy of training specialists in the scope of knowledge needs - providing sports professionals skilled in entrepreneurs who are able to respond quickly to changes in demand, improve themselves and expand their knowledge of the information structure;

- the formation of an adequate supply of demand - the provision of specialists with jobs and a certain wage, corresponding to the nature and complexity of labor;

- creation of a quality control system.

In our opinion, all of the above requirements can be answered, conditionally called, "home coach". In this concept, we invest the knowledge, skills and skills necessary for the trainer of this direction to conduct all kinds of sports and health training sessions, held both in the group (in the family) and in the individual (personal) form.

The tasks with which the home coach has to deal in his professional activities clearly illustrate the fundamental difference between the work of a home coach and a coach working in the field of sports. The trainer of a sports school needs to achieve the maximum development of various functions and qualities, thus achieving high results in the chosen sport. The home coach also has to work on the optimal development of the qualities leading to the achievement of the goals set by the client, so as to maintain a balance between the speed of development of these qualities and the preservation of the client's health. In addition, the choice of the means, methods and organizational forms of training exercises used here is often dictated not only by their functional necessity and rationality. The home coach has to take into account factors such as emotional saturation of classes, compliance with the organizational form of engaging in the task of motivating the client and even such a factor as fashion for certain directions of fitness training. In addition to the required level of professional knowledge and skills, a home coach needs knowledge of the basics of communication psychology, the ability to orient the client to regular training sessions, a sufficient level of culture of behavior and speech.

Conclusions.

The concepts of "home", "personal", "individual" coach and just a coach are defined. The research methods for the development of a targeted training program, a technology training project, a trainer model, etc. are analyzed.



The ways of improving the system of training specialists are determined in accordance with modern requirements of the services market, which in the long term will allow to determine the necessary knowledge and skills of the personal trainer, which will require changes in the content of educational planning and disciplines in the specialty "Olympic and professional sport".

In the future, further studies are planned to develop training programs for a personal trainer.

Referencic

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